

## Ten Steps to Becoming a Breastfeeding Friendly WIC Clinic

1. Waiting rooms & exam rooms– Replace posters that show formula, bottles display with posters/pictures of breastfeeding or about breastfeeding; Display magazines that promote breastfeeding instead of advertising formula. An example would be to display March of Dimes “Mama” magazine instead of magazines that promote formula products. Order breastfeeding ed. materials (booklets, pamphlets and posters) from the state WIC website “intranet” even if you don’t have internet. Alternatively, remove formula ads from magazines;
2. Create and implement a written policy that supports breastfeeding employees (space and time to breastfeed/pump). SEARHC, including the WIC program(Juneau) has an active policy.
3. Display a sign in the waiting room that says breastfeeding is welcome in your clinic. Displays the states provided “Breastfeeding Welcome Here” stickers and post the “Breastfeed Everywhere You Go” posters.
4. Work with community event planners, convention centers, etc to plan breastfeeding friendly pump room and/or information for convention-goers re being supportive of breastfeeding conference attendees.
5. Outreach – send breastfeeding friendly messages with WIC applications and vouchers; Call breastfeeding moms once/month re pump and ask how bfgd is going; include a supportive breastfeeding message on your phone and after your name in your emails (look for words for your message from breastfeeding supportive websites such as [www.WABA.org](http://www.WABA.org), [www.cdc.gov](http://www.cdc.gov) , etc.) ; use developed materials (PSA's, Using Loving Support banners, posters, etc.) to promote breastfeeding.
6. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic. Use the statewide breastfeeding resources list on the WIC state website.
7. Inform all pregnant women about the benefits and management of breastfeeding and the risks of formula. Be sure the info you use is current and evidence based. Review information your clinic staff provide/discuss with clients to see if it is current and accurate; create class outlines; share materials with other clinics and programs
8. Provide staff training re breastfeeding support. Education- identify who should have training (? Staff who answer phones; certifiers; staff from other programs that work with WIC clients, etc.); review education materials and class outlines for best practice (? source of information); review information your clinic staff provide/discuss with clients to see if it is current and accurate; create class outlines; share materials with other clinics and programs. Attend WIC Peer Counselor Training and ask local breastfeeding support staff to share their knowledge with your clinic.

9. Don't accept formula advertising items from reps/companies (pens,etc)
10. Offer Electric breast pumps to pregnant women after delivery/before they recertify. Enrolled WIC clients who are pregnant (pregnancy term dates are 6 weeks post delivery date) should be able to access pumps before recertifying.